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| FSC-32-A | 2/24/95 | To All Region Managers |
| SUBJECT: 1995 Retail Activity Reconciliation | | |
| DISTRIBUTION: | | |
| <input checked="" type="checkbox"/> AVP | CAM | ELM |
| <input checked="" type="checkbox"/> RM | Reg.Mil.Mgr. | MIL |
| <input checked="" type="checkbox"/> RBM | Reg.DF Mgr. | DF |
| <input checked="" type="checkbox"/> ROM | DM | REP |

| DM | T&D | REP |
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| 1224 | | |
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| PTC | SAM | |
| ROM | PA | |
| RM | PC | |
| 1240 | 1242 | |

In order to measure Sales Force effectiveness in delivering the 1995 full-price/savings retail plan, it is imperative that administrative procedures be put in place to reconcile retail placement with planned activity. Currently, systems are in place to capture retail activity executed by full-time and part-time Sales Representatives. However, promotional programs delivered to retail by Value-Added, Co-marketing and DPC are not being captured accurately on a retail basis. Retail reconciliation is necessary if we are to effectively evaluate promotional penetration and crisp execution. Retail reconciliation is also needed to provide an accurate Sales Effectiveness Model (P&L statement) for your region.

The attached details the procedures you will need to put into place in order to accurately reconcile planned activity against actual placements. Your immediate follow through on this matter is critical if we are to accurately assess and evaluate promotional effectiveness/penetration for the full 1995 plan year.

Additional information will be forthcoming regarding the measurements of the other P's -- Product Availability and Presence.

Thank you for your input and cooperation in this matter

Jim

James V. Maguire
Senior Vice President - Sales

Attachments

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